

**Neifeld Docket No:** PIP137DIAM-US

Application/Patent No: 10/565,498

USPTO CONFIRMATION NO: 2067

File/Issue Date: 1/23/2006

Inventor/Title: Diamond et al./System for Delivery of Targeted Offers to Consumers Buying Tickets at Movie Theaters

Examiner/ArtUnit: Dagnew/3688

ENTITY STATUS: Large

Priority claims: PCT/US03/22498 filed 8/6/2003

37 CFR 1.111 RESPONSE TO NON FINAL OFFICE ACTION

SIR:

In response to the office action dated 1/28/2009, and further to the notice of non-compliant amendment mailed June 17, 2009, the applicant files this response.

The reason the amendment was non-compliant was because it was not signed. The amendment submitted herewith is signed.